



Continuation of Substance of Interview including description of the general nature of what was discussed: A telephone call was made, under SPE Tim Vo's instruction, to Applicant's representative, Jiri Smetana (Reg. No.52,456), telephone number 703-288-5105, on potential amendments, particularly on amending independent claim 1 to incorporate feature of computing popularity rank of keywords and applying similar amendments to independent claims 30 and 35 to advance prosecution of the application. Further discussion was conducted on 5/7/2010. As a result of the discussions, a supplemental amendment was filed by the Applicant on 5/14/2010.